



NETFLIX ANNOUNCES NEW DVD DIVISION WILL MOVE FROM CORPORATE HEADQUARTERS

Move To Ease Crowded Conditions in Los Gatos

LOS GATOS, Calif., July 22, 2011—Netflix, Inc. (Nasdaq: NFLX) announced today it is planning to move its newly-created DVD division from the company's headquarters in Los Gatos to San Jose. The move will ease crowded office conditions, place the new group closer to the center of Silicon Valley and will enable the DVD management team to focus exclusively on continuing to grow the DVD service for Netflix members.

With international expansion and strong continued growth in streaming by its U.S. members, Netflix is rapidly outgrowing its headquarters at 100 Winchester Circle in Los Gatos and looks to continue to expand. At the same time, Netflix has dedicated a management team exclusively to DVDs to ensure the continued growth of that business for as long as Netflix members prefer to receive TV shows and movies on DVDs and Blu-ray discs. Last week Netflix named Chief Service and Operations Officer, Andrew Rendich, a 12-year veteran of the company, to head the new DVD team.

"The DVD division's new location in San Jose will help alleviate the crowded conditions at Netflix headquarters," said Mr. Rendich. "Our new office will have convenient access to mass transit and will be closer to the Netflix Northern California DVD distribution center in Fremont."

"Innovation is the cornerstone of our economy and I'd like to thank Netflix for choosing to locate its DVD division to San Jose," said Mayor Chuck Reed. "We look forward to partnering with Netflix to support and facilitate the growth of the DVD business in the years ahead."

With room to expand, Netflix headquarters in Los Gatos will retain more than 800 corporate employees.

"Netflix has been a Los Gatos success story for more than a decade," said Los Gatos Mayor Joe Pirzynski. He added, "We are proud to remain the hometown of Netflix global headquarters and look forward to the continued growth of this innovative company."

About Netflix:

With nearly 24 million members in the United States and Canada, Netflix, Inc. [Nasdaq: NFLX] is the world's leading Internet subscription service for enjoying movies and TV

shows. For U.S. \$7.99 a month, Netflix members in the U.S. and Canada instantly watch unlimited TV episodes and movies streaming over the Internet to PCs, Macs and TVs. Among the large and expanding base of devices streaming from Netflix are the Microsoft Xbox 360, Nintendo Wii and Sony PS3 consoles; an array of Blu-ray disc players, Internet-connected TVs, home theater systems, digital video recorders and Internet video players; Apple's iPhone, iPad and iPod touch, as well as Apple TV and Google TV. In all, more than 200 devices that stream from Netflix are available in the U.S. and a growing number are available in Canada.

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